

News release



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WISCONSIN BLUE CROSS AND BLUE SHIELD PLANS ADD POWER OF ANTHEM *New brand means added benefits and services for Wisconsin members*

Milwaukee, WI – April 25, 2006 – Starting May 1, Blue Cross Blue Shield of Wisconsin (BCBSWi) and its HMO subsidiary, CompCare Health Services Insurance Corporation, will do business as Anthem Blue Cross and Blue Shield, taking on a trusted brand name that symbolizes quality for millions of consumers across the country. The new name will provide a recognizable brand identity for distinct new programs, services and networks for existing and new customers.

The Anthem Blue Cross and Blue Shield brand, used by 11 health plans across the country, is a well-recognized health benefits brand known for quality, affordable health care and has a strong reputation in the market as a trusted choice for consumers. While the name and logo will be different, members will receive the same superior customer service they are accustomed to along with more e-commerce capabilities and enhanced product offerings.

“We are excited that Anthem Blue Cross and Blue Shield is our new brand name. The Anthem brand reflects what consumers, healthcare professionals and brokers are looking for in their health care insurer - affordable health benefits, access to technology, choice, superior service and the strength and trustworthiness of the Blue brand. At Anthem Blue Cross and Blue Shield, we are committed to transforming the healthcare industry by putting the consumer in the center of all we do,” said Stuart K. Campbell, president of Anthem Blue Cross and Blue Shield in Wisconsin.

Anthem Blue Cross and Blue Shield will introduce new products and services that will bring Wisconsin consumers more health insurance options and added-value services, and offer one-stop shopping features for consumers who purchase multiple plans including life and dental products. In addition, agents, brokers, employers and consumers will be able to take advantage of new online services and information that will make it easier to do business with Anthem and ultimately feel better about themselves and their health.

“As Anthem, we will be able to tap into extensive national capabilities that benefit Wisconsin consumers while maintaining our local decision making,” Campbell said. “Over the next few months, consumers will begin to see the new Anthem Blue Cross and Blue Shield name in the marketplace as new products are introduced, but our members in Wisconsin will continue to have access to our great services and provider networks.”

About Anthem Blue Cross and Blue Shield

Anthem Blue Cross and Blue Shield is the trade name used by Blue Cross Blue Shield of Wisconsin ("BCBSWi") and CompCare Health Services Insurance Corporation ("CompCare"), independent licensees of the Blue Cross and Blue Shield Association.

In Wisconsin, Anthem Blue Cross Blue Shield is one of the largest health insurers. BCBSWi and CompCare are subsidiaries of WellPoint, Inc. WellPoint, Inc. is an independent licensee of the Blue Cross Blue Shield Association and serves its members as the Blue Cross licensee for California; the Blue Cross and Blue Shield licensee for Colorado, Connecticut, Georgia, Indiana, Kentucky, Maine, Missouri (excluding 30 counties in the Kansas City area), Nevada, New Hampshire, New York (as Blue Cross Blue Shield in 10 New York City metropolitan counties and as Blue Cross or Blue Cross Blue Shield in selected upstate counties only), Ohio, Virginia (excluding the Northern Virginia suburbs of Washington, D.C.), Wisconsin; and through UniCare. Additional information about WellPoint is available at www.wellpoint.com.

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